

P-32: Jefferson County Tobacco News

Venue: Community

Goal: Creating Capacity to Sustain Local Tobacco Prevention & Control

Sponsoring Organization: Jefferson County Health & Human Services

Abstract: The Jefferson County Tobacco News is a quarterly publication generated by the Jefferson County Health & Human Services Tobacco Prevention & Control Program staff. The newsletter has a distribution of 500 readers. Subscribers range from local employers to doctors and youth-serving organizations. The newsletter covers topics specifically for youth and health care providers, and highlights other issues that are in the spotlight or are of concern to the community. The newsletter has received positive anecdotal feedback from the community, created opportunities for building capacity in other organizations (such as through site-specific policy change), and provides a medium to provide tobacco education to a large and varied audience.

Recommendations: Allow plenty of time for disseminating available information and determining topics for the newsletter. Ask coworkers for ideas and help in proof reading. A newsletter is a relatively low-cost method for distributing tobacco information to a broad population. Newsletters can be done on a single page to save money, but professional printing makes a newsletter more aesthetically pleasing.

Contact for more information:

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